

# What We Know So Far About Cannabis and Social Equity

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# Summary

- State experience is not complete, but valuable
- Best practices are starting to emerge
- Top three takeaways
  - Programs can only be successful if you build the right foundation first
  - Building the right social equity program is unique for your area
  - Plan to continually assess, listen, and make adjustments
- You're not alone!

# How to Approach Social Equity

- Acknowledge the harm and your role in repairing it
- Listen to people from impacted communities
- Understand the different approaches to equity for context
  - Stop the harm + reinvest into communities + industry benefits
- Create a cohesive set of licensing frameworks, social equity programs, and workforce development to ensure meaningful participation

# Necessary Foundational Work

- Sequential Licensing
- Restrictions on Corporate Domination
- Guidance for Local Officials
- Conscious Staff Hiring
- Removing Barriers to Entry

# Designing an Equity Program

- Who is eligible?
  - Criteria based on past arrests/convictions and residency are most popular but imprecise
- Benefits
  - The tough reality: if you can't provide one, the rest can be worthless
- Role of other (non social equity) businesses
- Evaluation and adjustment

Questions?